Individual Gifts Top $61-Billion in 1984; Good Economy, 'More Asking' Credited

Continued from Page 1

USA, the A.A.F.R.C.'s annual report on philanthropy in the United States, total charitable giving by individuals in 1984 was up 11.6 per cent over the previous year. That growth outpaced both the rate of inflation, at 4 per cent, and the rise in personal income, which the U.S. Commerce Department said was close to 10 per cent. It also pulled up the rate of increase for overall charitable giving last year—including corporate and foundation giving—to 11.1 per cent. The total for overall giving last year was $74.25-billion.

All categories of charitable organizations benefited from the increase in personal giving. In education, the $10.1-billion contributed represented an increase of 8.5 per cent over the previous year. More than half of the total given to education went to colleges and universities.

"I think institutions in higher education have done an awfully good job of making their needs and wants known," says John Grenzebach, chairman of the A.A.F.R.C. board. "They have made the case that without private support they can't maintain the quality of the education that they offer."

They have been so successful in making that case, Mr. Grenzebach adds, "that they have prompted high-income and wealthy individuals to make larger gifts than have ever been seen before. There have been some astonishing gifts from individuals in the past few years."

Increased Professionalism

According to Mr. Grenzebach, who has been a fund-raising consultant for more than 30 years, much of what colleges and universities have been able to accomplish in raising funds is due in large measure to the increased level of professionalism of their personnel.

"There's been an enormous improvement in professional competence," he says. "There was a time not long ago when there were no professional fund-raisers at a college, and whatever fund-raising the institution did was handled by a retired member of the board who was asked to try and raise some money. The professionalization of the function is what now enables institutions to raise so much."

Mr. Grenzebach says that among the current clients of his own Chicago-based firm, which works primarily with colleges and universities, are three institutions that are conducting campaigns to raise more than $200-million each. "And they are all state universities," he says. "Fifteen years ago it was a rare state university that tried to raise money. The University of Michigan was the first to raise important private money, and until its campaign to raise $70-million in the mid-1960's, nobody thought that state schools either could or deserved to raise private dollars." That, he says, is no longer at issue.

The increase in professionalism has also served donors better, according to Mr. Grenzebach. "Once the appeal to prospective donors was primarily emotional, but now the appeal is made on a particular case and its merits—here's why we need it, and here's what it will help us do."

Colleges have done a "good job of making their needs and wants known," says John Grenzebach.

"There is simply much more asking going on now," says John J. Schwartz.

As a result, he says, donors have a greater feeling of security that their funds will be spent wisely on projects they find important.

Mr. Schwartz says the dramatic increase in cooperation and communication between donors and those seeking contributions is a positive and recent development.

"We're seeing much more in the way of partnerships, where donors and donees get together to identify areas of mutual concern and share ways to help solve problems," he says. "There's also much more cooperation among donors, who now often join together to attack a particular need or problem, and this you did not see too many years ago."

Women Gain in Fund-Raising

Here are other changes in the field that Mr. Grenzebach and Mr. Schwartz anticipate:

► The number of women in fund-raising, up dramatically in the past 10 years, will continue to increase, and more women will be named to top fund-raising positions, particularly at colleges and universities.

► There will be more fund-raising for specific projects outside of capital campaigns.

► Institutions will soon start conducting "continuing" fund-raising programs, instead of major campaigns every few years.

► Computer technology will make possible much more sophisticated research in the field and about the field.

► More institutions and organizations in other countries will try to solicit funds in the United States.

► There will be more interest in programs to certify fund-raisers.

► Education and training programs in fund-raising will continue to expand and improve.

"The explosion in training programs has been one of the best things that's happened to the field in the past 10 years," says Mr. Grenzebach. "Organizations such as the Council for Advancement and Support of Education, the National Society of Fund-Raising Executives, and other organizations and private training programs have helped prepare vast numbers of people for work in this field. It's made a major difference."

As the president of an organization of fund-raising consultants, Mr. Schwartz says he is happy to cheer another change of the past decade. "The profession of fund-raising management has become much better understood and has gained respect as an essential ingredient in the business of philanthropy," he says.

Adds Mr. Grenzebach: "For a very long time there was a fundamental skepticism about fund-raisers: Were we honest? Could we do what we said we could do? We performed a service that was not very well monitored or governed, and it just wasn't seen as very respectable. That's all changed."

Mr. Grenzebach says that there indeed were abuses in the field, "and there still are those who engage in questionable practices, but that's really a very small number."

The A.A.F.R.C., whose member firms specialize in helping institutions plan and conduct major capital campaigns, adopted the first code of ethics and professional standards in the fund-raising field.

The organization sponsors a number of activities aimed at encouraging charitable giving and expanding knowledge about the current state of philanthropy, the best known of which is the publication of *Giving USA*.

At a recent program marking its 50th anniversary, the association announced that it had established the A.A.F.R.C. Trust for Philanthropy, under whose umbrella it will increase its research and publishing activities.

FACT–FILE

55 Large Foundations Ranked by Grants Made in 1984

	1983 grants	1984 grants	1984 assets†
1. Ford Foundation	$103,978,000	$113,561,000	$ 3,497,800,000
2. John D. and Catherine T. MacArthur Foundation	25,417,000	76,700,000	1,920,000,000*
3. Andrew W. Mellon Foundation	60,287,000	61,066,000	1,131,000,000
4. W. K. Kellogg Foundation	54,647,000	59,506,000	1,291,843,000
5. Robert Wood Johnson Foundation	54,859,000	57,737,000	1,173,836,000
6. Kresge Foundation	24,720,000	43,145,000	813,648,000
7. Duke Endowment	36,783,000	32,999,000	551,460,000
8. Rockefeller Foundation	38,802,000	32,803,000	1,109,335,000
9. McKnight Foundation	25,061,000	27,674,000	508,389,000**
10. Charles Stewart Mott Foundation	26,325,000	26,514,000**	575,000,000
11. Richard King Mellon Foundation	14,077,000	24,521,000**	485,962,000**
12. Lilly Endowment	44,270,000	24,271,000	889,437,000
13. Carnegie Corporation of New York	11,713,000	18,967,000	504,763,000
14. Alfred P. Sloan Foundation	16,627,000	17,000,000	371,000,000
15. James Irvine Foundation	14,152,000	15,023,000	306,187,000
16. Moody Foundation	16,000,000	14,585,000	340,000,000
17. Edna McConnell Clark Foundation	14,017,000	14,065,000	274,306,000
18. Bush Foundation	18,776,000	13,553,000	256,040,000
19. Gannett Foundation	11,512,000	13,141,000	389,882,000
20. William Penn Foundation	10,100,000	12,006,000	278,837,000
21. Surdna Foundation	14,725,000	11,604,000	209,559,000
22. Danforth Foundation	13,050,000	11,317,000	149,581,000
23. Henry J. Kaiser Family Foundation	6,442,000	9,898,000	249,898,000
24. William Randolph Hearst Foundation	6,742,000	9,244,000	236,000,000
25. Rockefeller Brothers Fund	26,209,000	8,500,000**	165,000,000
26. Commonwealth Fund	8,198,000	7,889,000	173,400,000
27. Henry Luce Foundation	7,837,000	7,568,000	157,750,000
28. John M. Olin Foundation	4,142,000	7,257,000	87,000,000**
29. M. J. Murdock Charitable Trust	7,298,000	7,129,000	152,076,000**
30. Northwest Area Foundation	7,158,000	6,967,000	132,892,000
31. Amon G. Carter Foundation	5,797,000	6,866,000	163,383,000
32. Charles A. Dana Foundation	5,461,000	6,726,000	123,006,000
33. Vincent Astor Foundation	6,291,000	6,703,000	33,134,000
34. Z. Smith Reynolds Foundation‡	6,052,000	6,562,000	100,000,000**
35. John Simon Guggenheim Memorial Foundation	5,959,000	6,057,000	96,907,000
36. John A. Hartford Foundation	5,039,000	5,729,000	155,170,000
37. Claude Worthington Benedum Foundation	5,077,000	5,646,000	109,939,000
38. George Gund Foundation	5,310,000	5,470,000	128,675,000
39. William R. Kenan, Jr., Charitable Trust	7,439,000	5,458,000	142,786,000
40. Sarah Scaife Foundation	6,937,000	5,116,000	152,692,000**
41. Charles H. Revson Foundation	4,796,000	4,940,000	74,880,000**
42. El Pomar Foundation	4,831,000	4,918,000	116,000,000
43. Howard Heinz Endowment	4,637,000	4,881,000**	n/a
44. Mary Flagler Cary Charitable Trust	4,175,000	4,789,000	73,365,000
45. Charles Hayden Foundation	3,933,000	4,299,000	97,349,000
46. Callaway Foundation	6,201,000	4,172,000	106,605,000
47. Smith Richardson Foundation	4,836,000	4,022,000	107,448,000
48. Sid W. Richardson Foundation	8,704,000	4,015,000	138,247,000
49. William T. Grant Foundation	4,462,000	4,009,000	97,003,000
50. Spencer Foundation	3,750,000	3,845,000	126,342,000
51. John and Mary R. Markle Foundation	3,439,000	3,473,000	57,757,000
52. Research Corporation	2,509,000	3,193,000	52,620,000
53. Camille and Henry Dreyfus Foundation	1,729,000	2,800,000	27,829,000
54. Elliott White Springs Foundation	1,547,000	1,547,000	17,163,000
55. Tinker Foundation	1,896,000	1,541,000	36,256,000
Total	$627,918,000	$648,396,000	$21,858,606,000

* 1983 figures
** Estimate
† Market value at end of year
‡ Figures represent this foundation's short-term investment income.
n/a not available

SOURCE: AMERICAN ASSOCIATION OF FUND-RAISING COUNSEL

Colleges Surveyed on Gifts of Property

NEW YORK

Gifts of appreciated property account for 23 per cent of all major gifts to colleges and universities, a survey by the American Association of Fund-Raising Counsel has found.

A provision of the tax-reform plan proposed by the Treasury Department and now being revised by the Administration calls for a significant reduction in the amount that can now be claimed as a charitable deduction for such gifts.

Institutions included in the survey had all conducted capital campaigns within the past four years.

John J. Schwartz, the A.A.F.R.C.'s president, said that overall charitable giving in the United States would be reduced by at least 10 per cent if gifts of appreciated property could no longer be deducted at their fair market value, as is now the case. The Treasury plan would allow deductions for such gifts based on their original cost, adjusted for inflation.

Gifts of appreciated property often represent the large, pace-setting gifts essential to the success of capital campaigns, Mr. Schwartz said.

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News Summary

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The campaign to reform teacher education is reaching a critical point. Story on Page 14.

Three university projects designed to explore the uses of high-powered desk-top computers in higher education are running into serious problems. Story on Page 15.

The member stations of National Public Radio have approved a plan to change the way the network is financed. Story on Page 3.

Sport history, borrowing its approach and methods from the new social history, is coming into its own as a scholarly field. Story on Page 5.

The practice among some medical researchers of padding publication lists is "unethical," according to a journal editor. Story on Page 5.

Despite its prestige, the Fulbright Scholars Program is having trouble attracting young applicants. Story on Page 23.

The number of deaths in college and high-school football decreased again last year. Story on Page 27.

A British professor at the American University of Beirut was killed and the director of the university's hospital was abducted as fighting continued in the Lebanese capital. Story on Page 31.

Canada's faculty members are "blind and complacent," according to a historian at the University of Calgary. Story on Page 31.

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Carnegie Assails Tone of Debate on College Aid

Emphasis on cuts and abuses called shortsighted by fund

By CHERYL M. FIELDS

WASHINGTON

The "historic partnership" between higher education and the federal government is being challenged by a shortsighted emphasis on budget-cutting and abuses of federal programs, say the trustees of the Carnegie Foundation for the Advancement of Teaching.

"The current debate about national priorities has focused almost exclusively on budget numbers and on the negatives of higher education," the trustees said in a statement on the federal role in higher education that was to be released this week.

College graduates' contributions to "social justice, economic growth, civil and cultural enrichment, and security for the nation" are being overlooked, they said.

The text of the Carnegie Foundation statement on the federal government's role in higher education begins on Page 19.

The statement, "Sustaining the Vision," is the first special public stand on a specific educational-policy issue the foundation's board has taken in its 80-year history, said its president, Ernest L. Boyer.

Adele S. Simmons, president of Hampshire College and chairman of the Carnegie board of trustees, said in an interview that the statement had been prompted by President Reagan's calls for further deep cuts in federal funds for student aid for the coming year. She added that the trustees were concerned about his reopening of the debate over the need for broad federal support of higher education—and the propriety of it.

"At some point, we should put the mat-

Continued on Page 18, Column 2

How President's Tax Proposals Would Affect Higher Education

	CURRENT LAW	REAGAN PLAN
Charitable Contributions	In general, individuals' charitable contributions of cash are deductible, up to 50 per cent of income, and contributions of property cannot exceed 30 per cent of income. Individuals who do not itemize deductions can deduct 50 per cent of their contributions for 1985 and 100 per cent for 1986. Corporate deductions are limited to 10 per cent of taxable income.	Taxpayers who itemize their deductions would be allowed to deduct their charitable contributions; those who do not itemize could not do so. Gifts of appreciated property would be deductible at their full market value, but some donations would, in effect, be subject to taxation under a new minimum-tax provision.
Bonds	States are limited in the amount of tax-exempt bonds they may issue to finance student loans. No restrictions are placed on the volume of tax-free bonds for construction of educational facilities.	Use of tax-exempt bonds to finance student loans and the construction of educational facilities at private colleges would be curtailed.
Tuition Benefits	Tuition benefits paid by companies are exempt from taxation, up to $5,000. Colleges' tuition-remission plans are tax-free if offered to a broad range of employees.	Employer-paid tuition benefits would remain tax-free, but with no limit. College Tuition-remission plans would also remain tax-free, as long as they were offered to a broad range of employees.
Other Fringe Benefits	Faculty housing benefits are excluded from taxable income. Certain other benefits, such as health insurance, that college employees receive are tax-free.	Faculty housing benefits are not specifically addressed. The first $10 a month of employer-paid health-insurance premiums for individuals would be taxed; the first $25 a month of employer-paid premiums for families would be taxed.
Research	Companies can receive tax credits for support of university research.	Tax credits would be extended for three years, but their scope would be limited.
Scholarships	All scholarships and fellowships are tax-free.	Scholarships covering tuition would continue to be tax-exempt, but taxes would be levied on amounts exceeding tuition for students who are enrolled in degree programs.
Travel	Liberal deductions are allowed for most travel expenses incurred during sabbaticals and faculty research trips.	All deductions for educational travel would be barred; rules allowing deductions for expenses during sabbaticals and faculty research trips would be tightened.
State and Local Taxes	State and local taxes are deductible.	State and local taxes would not be deductible.

For further details of President Reagan's tax plan, see Page 17.

With $2.2-Billion in Its Till, Getty Aims to Make the World a Better Place for Art

By PAUL DESRUISSEAUX

LOS ANGELES

The J. Paul Getty Trust has as much ambition as it has money.

A great deal of attention has been paid to the money, and not without reason. With an endowment of $2.2-billion, the Getty Trust is the world's wealthiest institution devoted to supporting the visual arts.

Less has been said about what the Getty Trust hopes to accomplish with its riches. While the list of its programs is long and detailed, its central aspiration can be stated succinctly: The Getty Trust wants to make the world a better place for art.

Within the past three years, it has established programs dedicated to a range of critical issues in art, from how it is taught in the schools to how works of art are preserved and protected. It is also devoting significant resources to encouraging and supporting scholarly activity in the field, particularly scholarship that will "open up" the discussion of the history of art and its role and place in our civilization.

"If our activities are successful," says Nancy Englander, the trust's director of program planning and analysis, "the presentation, understanding, and conservation of works of art—as well as the fundamental presence of art in our lives—will have been enhanced."

▪

It was in the early 1950's that J. Paul Getty, the reclusive billionaire oilman and art aficionado, established an educational trust to take charge of his personal art collection and open it to the public.

In 1954 the collection—mostly Greek and Roman antiquities, Renaissance and Baroque paintings, and examples of French decorative arts—was put on exhibition in a wing of the Spanish-style residence on the Getty estate just off the Pacific Coast Highway here.

Two decades later it was moved to a new museum elsewhere on the estate. Designed to resemble what Mr. Getty called "a typical Roman villa," the museum was an almost exact re-creation of the Villa of the Papyri at Herculaneum, which was destroyed in the eruption of Mount Vesuvius that also claimed Pompeii. While some critics derided the structure, the public liked it, and the building came to be seen as one of the pieces at the exhibition, as much a part of the "Getty collection" as the works of art it housed. Soon it was one of the more popular attractions in a city with no shortage of things to see and do.

Although Mr. Getty, who died in 1976,

Continued on Page 12, Column 1

IDEAS

By Zoë Ingalls

- **U. of Montevallo relies on steam produced by a wood-burning boiler**
- **Faculty members at U. of Louisville use a free typing service**
- **'Hunger banquet' held by students at St. John's U. in Minnesota**

UNTIL LAST YEAR, the University of Montevallo heated and cooled buildings on its campus using natural gas. But rising prices began to strain the university's budget: Between 1975 and 1981, the bill for natural gas rose from $90,000 to $450,000.

Now the university relies on steam from a wood-burning boiler system (*right*). In 1983-84, the first full year of operation, the new system saved the institution more than $400,000.

The system was designed by an engineering company, with the assistance of the late Holland Floyd, director of the university's physical plant for 10 years before his death this year. In addition to working on the design, Mr. Holland managed to secure a $1.2-million government loan to help finance the project.

A local timber company supplies the processed wood waste that is used to fire the system.

For more information, contact John Blackwell, acting director of the physical plant, University of Montevallo, Station 320, Montevallo, Ala. 35115.

■

ANDY RUSSELL

WHAT ARE the options for faculty members who need a book manuscript, the first draft of a scholarly article, or a conference speech typed and proofread in a hurry?

For most, the choices are few and unsatisfactory: They can do it themselves, taking valuable time away from other pursuits. They can wait for the department secretary to find the time. They can pay a professional service.

Faculty members at the University of Louisville have a fourth and more workable option: They can take advantage of a typing and proofreading service provided by the university that is fast, accurate, and free.

The typing is done by students, who work from 5 p.m. to 9 p.m., four days a week, using word processors in administrative offices that would normally be vacant at night. The proofreading is done by professionals. Their work and the students' is supervised by three administrative-staff members.

A faculty member who wants to use the service brings in a draft—handwritten, roughly typed, or on tape—and consults with one of the supervisors about form—whether to follow rules set out in the Chicago *Manual of Style*, for example, or those prescribed by the Modern Language Association.

The students type a clean copy of the draft, which is then proofread, corrected, and finally returned to the faculty member. For some faculty members, that is the end of the process. Others revise their copy and resubmit it for typing, and the process begins again.

The average turnover time for a 50-page draft is seven working days. The service processes about 25 manuscripts of varying length in a month. The students have typed highly technical and scientific papers, as well as some in foreign languages.

The typing and proofreading service, which has been in operation since 1979 and is formally named the Academic Professional Development Service, has three broad purposes, according to Sharon Mills, one of the supervisors. In addition to the service aspects, it is intended to encourage faculty members to write and publish more—"which would be an advantage also for the university," as Ms. Mills puts it—and to provide jobs for students, who are paid by the hour for their work.

"When we first advertised the service," Ms. Mills says, "faculty members were concerned because 'It would just be a student' doing the typing." In fact, she says, "they are not just students who come in and start typing. They are trained information processors"—trained in using the machines and the various manuscript styles. Ultimately, the quality of their product did the most to allay those initial faculty fears, she says, and now "We get excellent reviews."

For more information, contact Sharon Mills, supervisor, Academic Professional Service, University of Louisville, Room 105, Administration Building, Louisville, Ky. 40292.

■

STUDENTS at St. John's University in Minnesota held a "hunger banquet" to call attention to the problem of world hunger and to promote a fast held the following day to raise money for a hunger-relief organization.

Students attending the banquet were divided into three groups, intended to symbolize various proportions of the world's population:

13 per cent of the students, representing people who live in high-income countries, received a full-course meal.

27 per cent, representing the people living in middle-income countries, received a bowl of rice with sauce.

60 per cent of the students, representing those people who live in poor countries, received a bowl of rice with water.

The next day, over 800 students fasted for at least one meal; some for all three. Together, they raised some $1,200.

For more information, contact Brother Geoffrey Fecht, associate minister, campus ministry, St. John's University, Collegeville, Minn. 56321.

Tenure at Vanderbilt U.

Continued from Page 23

plaining the university's tenure standards, so that various schools within the institution and outside reviewers are "made aware of Vanderbilt's expectations."

The standards formally indicate that Vanderbilt will offer tenure only to faculty members who demonstrate excellence in both teaching and scholarship, "not either/or," said James F. Blumstein, a law professor and chairman of the committee that drafted the report.

An emphasis on research was one of the sticking points in the first draft of the document. At the time, professors questioned whether Vanderbilt was moving too quickly to establish itself as a premier research institution, at the expense of its younger faculty members and its reputation as a fine teaching university.

In letters to the chancellor, angry faculty members also charged that the ambitious plan would add too much bureaucracy to the appointments process. They said it would, in effect, require the university to consider whether there is any better candidate available anywhere before filling the tenured slot (*The Chronicle*, April 18, 1984).

The revised plan allays those concerns, Mr. Blumstein said.

"We're not asking who is out there whom we should be looking at," he said. "We're asking, Is this person and his or her achievements enough to warrant tenure at nationally prominent institutions?"

Senate to Reply in Fall

In its report, the committee included a passage urging careful scrutiny if a faculty member engages in "a flurry" of scholarship just before he or she is scheduled for evaluation.

Because tenure is "a 40-year bet on the productivity of people," Mr. Blumstein said, "you have to wonder if, after they've crossed this hurdle, they'll just go back to where they were before."

The interaction of standing and *ad hoc* committees in the process will guarantee both excellence and "institutional memory," he added.

Members of Vanderbilt's faculty senate, which will offer a formal response in September, were cautious in reacting to the report.

"It's a little better than it was the first time around, but I'm disturbed by some aspects," said Charles F. Delzell, a professor of history.

Mr. Delzell called the creation of universitywide panels "clumsy and unwieldy," and he questioned whether Vanderbilt was "moving too fast with so much emphasis on research and publication."

However, the faculty-senate chairman, Sidney Harshman, predicted that "the main thrust of the report will not only be adopted, but will be enthusiastically accepted."

New Faculty Ranks

Aside from its recommendations on tenure, the committee suggested the creation of several new faculty ranks—including the title of "professor cum laude."

That position would "fill a void" for faculty members who have reached the rank of full professor and must remain there until they become "distinguished professors" or retire, according to the report. Mr. Blumstein compared the title to industry's use of senior vice-presidencies and the like.

A career track parallel to that of professors—but without tenure—would be created for lecturers, who could attain the position of "senior lecturer," a three-year appointment.

The practical component involved in teaching certain subjects would be reflected in the creation of titles such as "Instructor of the Practice of Corporate Learning" or "Professor of the Practice of Clinical Law." Faculty members holding those posts would not be on the tenure track.

The committee also proposed increased support—ranging from salary bonuses to liberalized sabbatical and research-leave policies—for faculty members.

The report recommends a formal review of each tenured professor every five to seven years.

It also suggests that all faculty members, tenured or not, attend one professional meeting per year.

—SCOTT HELLER

Supplemental Data on Salaries for Faculty Members in 1984-85

This table supplements the Fact-File of 1984-85 average salaries for full-time faculty members, published in *The Chronicle*, April 24. It includes corrected figures for Villa Maria College in Pennsylvania.

The figures, reported in thousands of dollars, have been adjusted to a nine-month basis. A blank indicates that there are no faculty members at that rank, and a dash appears when there are five or fewer faculty members at that rank. The figures were tabulated for the American Association of University Professors by Maryse Eymonerie Associates of McLean, Va.

	Assoc Prof	Asst Prof	Prof	Inst
ALASKA				
U of Alaska				
Anchorage, IIA	52.8	41.7	34.4	30.0
Fairbanks, IIA	57.6	47.0	38.7	31.6
Juneau, IIB	—	44.7	37.0	—
Anchorage CC, IV				43.0
Chukchi CC, IV				48.8
Islands CC, IV				38.7
Kenai Peninsula CC, IV				41.5
Ketchikan CC, IV				35.8
Kodiak CC, IV				49.1
Kuskokwim CC, IV				51.6
Matanuska CC, IV				39.2
Northwest CC, IV				—
Prince William Sound CC, IV				40.7
Tanana Valley CC, IV				43.9

	Assoc Prof	Asst Prof	Prof	Inst
ARKANSAS				
Southern Baptist C, IV				13.1
CALIFORNIA				
American Baptist Sem of the West, IIC	34.7			
De Anza C, IV				37.2
Foothill College, IV				36.9
ILLINOIS				
State CC, IV				21.3
PENNSYLVANIA				
Villa Maria C, IIC	—	19.1	17.7	13.5
TEXAS				
Austin C, IIB	33.4	25.9	22.9	20.6
Episcopal Theology Sem Southwest, IIC	28.0	—		
Saint Edward's U, IIB	28.7	22.6	17.9	—
WASHINGTON				
Big Bend CC, IV				27.8
Central Wash U, IIA	34.0	28.5	23.7	—
Centralia C, IV				26.3
Clark C, IV				25.6
Everett CC, IV				26.1
Fort Steilacoom CC, IV				24.8
Green River CC, IV				30.0
Heritage C, IIA	—	22.6	19.7	—
Lower Columbia C, IV				23.6
Lutheran Bible Inst, IIC				20.0
Northwest C Assemblies of God, IIC	—	—	24.4	—
Olympic C, IV				27.0
Saint Martin's C, IIB	—	21.7	18.1	—
Shoreline CC, III	28.2			21.1
S Puget Sound CC, IV				24.6
Spokane Falls CC, IV				25.2
Walla Walla CC, IV				23.6
Wenatchee Valley C, IV				24.8

Side-lines

Fifteen boosters of the University of Florida's football program have been asked by Bill Carr, the university's athletic director, to steer clear of players.

The boosters were implicated in January in a series of violations of National Collegiate Athletic Association rules. Florida's football program received a set of severe penalties, including cuts in scholarships and a ban on appearances in bowl games and on live telecasts. The N.C.A.A. found the football program guilty of many recruiting infractions and of giving athletes extra benefits.

Among those receiving a letter was George Steinbrenner, owner of the New York Yankees, the professional baseball team. He was cited by the association because five years ago, it was charged, he gave free accommodation and $30 in spending money to two Florida players who were working at a Yankee training camp in Fort Lauderdale.

Some of the letters sent to other boosters also cited cash payments to players and further requested that they not arrange to buy tickets from athletes at the university.

■

Two universities are bitterly trading charges of basketball recruiting improprieties. At issue are allegations that the University of Louisville's coaching staff conspired to have a University of Georgia basketball star, Cedric Henderson, released from his Georgia scholarship so he could play for Louisville.

Georgia has been placed on a year's probation by the N.C.A.A. for illegally recruiting Mr. Henderson, who has been stripped of his eligibility to play, pending an appeal.

In its official response to the charges leveled by the N.C.A.A., Georgia said Louisville coaches had conspired with one of Louisville's representatives to get Mr. Henderson to make the allegations to the N.C.A.A. in November 1983, shortly after he committed himself to attend Georgia. The intent, the university charged, was to get Mr. Henderson released from the commitment so he could attend Louisville.

Louisville's basketball coach, Denny Crum, denied any improprieties. "Louisville did not break a single rule while we were recruiting Henderson," he said. "And I'm willing to take a lie-detector test to prove it."

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Videocassettes of a "drug-awareness clinic" held earlier this year by the National Association of Collegiate Directors of Athletics are now available for use by college athletic departments.

The seminars featured presentations by representatives of the Federal Bureau of Investigation and the Drug Enforcement Administration.

The 30-minute tapes, which are available in half-inch and three-quarter-inch formats, can be obtained from Tim Gleason, NACDA Foundation, P.O. Box 16428, Cleveland, Ohio 44116. They are being distributed free of charge on a first-come, first-served basis.

Athletics

Deaths and Catastrophic Injuries in Football Are Declining in High Schools and Colleges

However, experts recommend several additional safety measures at practices and games

CHAPEL HILL, N.C.

The number of deaths and permanent cervical-cord injuries in college and high-school football continued last year on a downward trend, according to two new surveys.

In 1984, there were five "direct" deaths, three "indirect" deaths, and five permanent cervical-cord injuries. Direct deaths are defined as those that result directly from participation in football, while indirect deaths are those caused by systemic failure as a result of exertion while participating in football or by a complication that was secondary to a non-fatal injury.

The surveys were conducted by Frederick O. Mueller and Carl S. Blyth, professors of physical education at the University of North Carolina at Chapel Hill, and Richard D. Schindler, assistant director of the National Federation of State High School Associations.

One Death in College Football

All five direct deaths resulted from head injuries, while the three indirect deaths resulted from heat stroke.

Only one of the direct deaths, and none of the indirect deaths or injuries, occurred in college football. A 21-year-old football player, who was not identified, died in October last year, 10 days after receiving blows to the head in the first and fourth quarters of a game, and then collapsing on the sideline. The cause of death was subdural hematoma, which occurs when bleeding beneath the membrane that surrounds the brain puts pressure on the brain and causes neurological damage.

For the first time, a survey was made of non-fatal cerebral injuries that resulted in permanent disability. Five such injuries took place at high schools and two at colleges. Most of them occurred during tackling.

The authors of the survey report pointed out that the incidence of permanent cervical-cord injury had decreased dramatically in 1984, and that the incidence of death and injury related to football was very low (see tables).

They also made several recommendations for increased safety for players. Among them:

► "Mandatory medical examinations and medical history should be taken before allowing an athlete to participate in football. The N.C.A.A. recommends a thorough medical examination when the athlete first enters the college athletic program and an annual health-history update."

► "All personnel concerned with training athletes should emphasize proper, gradual, and complete physical conditioning. Particular emphasis should be placed on neck-strengthening exercises."

► "A physician should be present at all games and practice sessions. If it is impossible for a physician to be present at all practice sessions, provision should be made to handle emergencies."

► "All personnel associated with football should be aware of the problems and

Continued on Following Page

Football Deaths and Permanent Cervical-Cord Injuries in College and High School

	Injuries	Direct Deaths	Indirect Deaths
1977	12	9	6
1978	12	9	9
1979	11	4	9
1980	12	9	4
1981	6	7	6
1982	9	7	10
1983	12	4	8
1984	5	5	3

Injuries and Direct Deaths in College Football per 100,000 Participants

	Permanent Injuries	Direct Deaths
1977	2.67	1.33
1978	0.00	0.00
1979	4.00	1.33
1980	2.67	0.00
1981	2.67	2.67
1982	2.67	0.00
1983	1.33	0.00
1984	0.00	1.33

Southern Methodist U., Under NCAA Investigation, Could Be Test Case for Proposed Stiff New Penalties

DALLAS

Southern Methodist University, which the National Collegiate Athletic Association has put on probation five times since 1958 for rules violations, appears headed for new sanctions.

If so, the university could become a test case for proposed stiff new penalties for repeat offenders that will be voted on at this month's special N.C.A.A. convention.

One proposal would permit the association to suspend an entire sports program for up to two years if an institution found guilty of major rules violations had been on probation in the previous five years. Southern Methodist's most recent probation ended in 1981.

Southern Methodist's football program has been under investigation by the N.C.A.A. for more than two years.

NCAA Refused Comment

While the N.C.A.A. refused to comment on its investigation of Southern Methodist, L. Donald Shields, president of the university, confirmed last week that he had received a letter detailing the findings and recommendations of the N.C.A.A. committee on infractions. The letter is under review, Mr. Shields said. When the review is completed, university officials will determine a response. He would not elaborate on what the letter accused the university of doing.

The investigation of the Southern Methodist football program began in 1983, after allegations of illegal recruiting and improper alumni financing of cars owned by football players. Kathy Costello, vice-president for university relations, said university officials had already spent two days before the infractions committee, defending the institution against the charges.

13 universities now are under N.C.A.A. sanctions for rule violations. See Page 28.

When the official report has been reviewed, the university has the option either to accept it or to appeal it. In the latter case, Ms. Costello said, "it goes back under study until late summer."

If Southern Methodist chooses not to appeal, or loses an appeal, the university could find itself in a precarious position because of its past probations.

If passed by the N.C.A.A. convention this month, the proposal to suspend programs of repeat offenders would go into effect on September 1. Officials of the N.C.A.A. last week refused to speculate on the possible effects on Southern Methodist. So did Ms. Costello. —CHARLES S. FARRELL

N.J. Congressman Seeks to Give Tax Break Only to Colleges Graduating Most Players

By CHARLES S. FARRELL

WASHINGTON

A Congressman has proposed that federal tax deductions not be allowed for contributions to a college's athletic department or sports-booster clubs if the institution does not graduate at least 75 per cent of its scholarship athletes.

Rep. James J. Howard, a New Jersey Democrat, in introducing his "College Athlete Education and Protection Act," said, "Considering the dismal graduation rate of college athletes at some institutions, I believe it is time for the federal government to reconsider whether or not such tax benefits, given under the guise of advancing education, are warranted or deserved."

Under current tax law, donations to ath-

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